

BROADCAST NEWS

Meet the people behind some of the faces at Cleveland Television News.

BY MIKE THOMAS



DENISE DUFALA

DENISE DUFALA

Anchor: "19 News"

As Denise Dufala thinks about her high school days in North Olmsted, she recalls the day her yearbook adviser decreed, "No more pictures of Denise!"

"Now, poor Mrs. Jones is probably driving down the highway somewhere with my face staring at her from a billboard," Dufala cracks, thoroughly appreciating the irony.

A classic overachiever, Dufala was a Renaissance woman even then. From her involvement on swim team to her leadership on student council, Dufala's boundless energy and contagious enthusiasm became her trademarks, along with her familiar smile.

Dufala spent eight years at WJW TV-8, where she worked up the ranks from general assignment reporter to anchor of the 6 and 11 o'clock news. But last year, 19 WOIO lured her away. "I saw the number of people on staff at WOIO who are exceptionally creative," Dufala says. "They don't believe in doing any-

thing by the book. They want to do it better."

Dufala is synonymous with Cleveland — both its people and its culture. Whether she's speaking at a Press Club event or hosting local charity and social functions, her involvement is tireless. But, she admits, most people only see her serious side.

"People are always surprised with our personalities off-screen," she says, explaining the jesting that goes on behind the scenes. "In a way, it's a lot like being a policeman or a fireman. We see a lot of bad news and a lot of what

we cover is difficult to stomach. In response to that, human nature takes over."

Professional life aside, Dufala is also known for her singing talent. Her voice fills her local church every Sunday where she sings in the choir. She even sings at loud decibels in her car on her way home from work. "How else can I stay awake driving home at that hour?" she asks rhetorically.

So far, Dufala has settled in nicely at her new home. When her shift ends, she usually stays around to catch a bit of "David Letterman" before heading home. And, rest assured, Dufala has no plans to leave town any time soon. Even the prospect of a national career doesn't phase her. Cleveland is her home — it's where her family and friends are — and it's where she plans to stay for a long time to come.

"I have no desire to be a little fish in a big pond," she says.

Not ever?

"Not ever."

EMMETT MILLER
Anchor: "19 News"

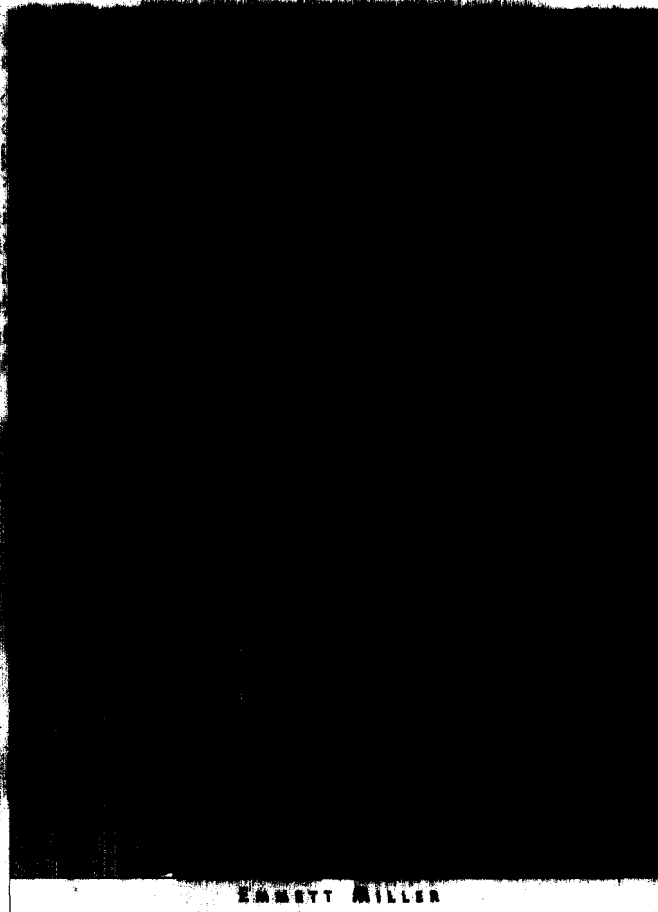
"It's fair to say I got into the business because I was racing triathlons and bikes years ago," says Emmett Miller. As a student at the University of California at Santa Cruz, Miller was asked by a friend to help produce an eight-minute television report about a triathlon. He co-commentated and co-produced it. And from that point on, he was hooked.

"I liked the freedom of expression," he says. "The ability to see something and re-create it for other people. It's great to be able to show them what you see, like an artist shows you his or her vision."

After graduation, Miller took that passion to a television station in Jackson, Miss., where he reported stories and won two statewide awards for enterprise and investigative reporting. "One story shut the office of housing and urban development down," he says. And at WMAQ-TV in Chicago, he anchored the weekend morning newscast and helped launch "News for Kids Chicago Style," a half-hour show that recently won its second statewide award.

After 2 1/2 years in Chicago, Miller was lured away by 19 WOIO, a station he says he wanted to align himself with. "They care about a bigger picture than the 10-by-12 screen in front of you," he says. "They see the station as an integral part of people's lives."

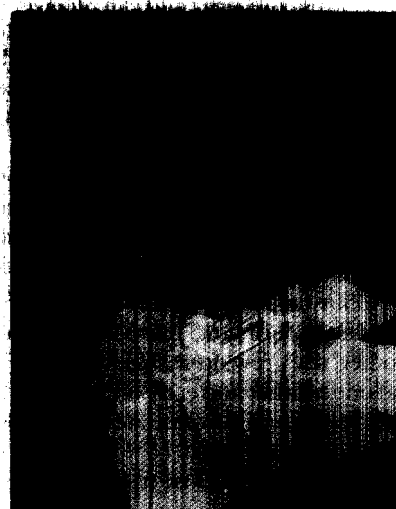
Ironically, Miller's objectives as an anchorman are just that. "I don't share



EMMETT MILLER

the same sort of idealism that many journalists do," he says, "to save the world or to expose the wrongs. I think what this job is about is sharing a bit of yourself with the people who watch you."

And to Miller, sharing himself means doing what he can to "touch" viewers through his newscast and, in turn, allowing those viewers to "touch" him in return. So how does he know he's succeeded?



DAVE SWEENEY

"You can see it in their eyes," he says. "When they feel like they know you, they want to pat you on the back. It's as if they're a friend of yours. They didn't have to seek you out, to learn to trust you. They trust you because of who you are and what you do. You see that impact. You see it in their faces."

DAVE SWEENEY

Chief Meteorologist: "19 News" and "Ten O'Clock News"

"Hey, you guys! Keep it down! People are trying to sleep in here," jokes Dave Sweeney. Known for his big smile, constant wisecracks and incorrigible sense of humor, Sweeney, 47, has forecasted the weather for nearly 20 years — from the days when magnetic suns and smiley faces were tacked to a map to the present era of what he calls "gadgets and gizmos."

Before Sweeney began forecasting the weather, he spent seven years teaching eighth-grade science in suburban Chicago. This experience, he says, helped prepare him for his career as a meteorologist. "When you think about it, that's really what I do," he says. "I teach for three to four minutes a night, and the quiz is, Do you remember what I talked about?"

Sweeney's personable style makes him a likable but formidable figure both on and off the air. He can be serious when the situation calls for it, but the rest of the time he can be off-the-wall and downright zany.

"I'm a ham. My mother's a ham. Our

family has a very good sense of humor," Sweeney says. "It's like a hundred Robin Williamses running around."

The son of a sportscaster, Sweeney was brought up around radio and television. During his high school and college days, he acted in plays and sang in various rock bands, a logical beginning for a TV personality who seems to enjoy being in the spotlight. But today, his favorite pastime is horseback riding. Like the days of Gene Autry and Roy Rogers, he sees it as a getaway from the bustle of daily life. But when he arrives in the newsroom each day, refreshed and renewed, he's "on," so you'd better be ready.

JEFF PHELPS

Sports Anchor: "19 News"

Jeff Phelps never had the inclination to be a news anchor. He always had his mind on sports. In fact, even as a senior at Kent State University, he was busy working as a part-time sports reporter for WAKR-TV and AM radio in Akron.

"Sports is fun," he says. "It's a good time and a chance to mix journalism and entertainment. And if I entertain myself, that's what counts," he adds, half-joking with the wit that attracts viewers to his broadcasts.

Recently named "Ohio Sportscaster of the Year," Phelps says early in his career he concentrated more on the game, but now he's focusing on how the television medium can convey highlights, updates and scores in an entertaining and informative way. He says the most important part of any sportscast is keeping the material simple enough for even the non-die-hard viewer to comprehend.

As a purist — one who loves sports for its entertainment value and intensity — Phelps is disappointed by the attitudes of today's youth, many of whom buy such items as baseball cards not because they enjoy collecting, but because the cards may someday be valuable. This approach, Phelps laments, takes the fun out of sports.

"When the game stops being fun, it gets lost," he says.

Formerly a sports director and weekday and weekend sports anchor at KJAC-TV in Beaumont-Port Arthur, Texas, Phelps was recently named sports anchor for "19 News" at 6 and 11 p.m. Previously, he was weekend sports anchor and weekday backup sports anchor for Channel 43's "Ten O'Clock News."

ROMONA ROBINSON

Anchor: "Ten O'Clock News"

Four years ago, Romona Robinson stepped into her boss' office with an idea. "All I ever heard people talk about

Melissa, who at age 10 was diagnosed with muscular dystrophy. "We share a unique bond because, as kids, she and I shared a bedroom and a bed," Robinson recalls. "When she first got ill, I was about 16 or 17 at the time, she had an operation and had to be awakened every night to see if she was still breathing."

Though the doctors didn't think Robinson was old enough to bear that responsibility, she fought for it. And today, she's still fighting for her family. Melissa lives with her in her home in Cleveland and, fortunately, Robinson is able to financially support her mother and help her siblings along when needed.

"When I was in college, my sisters paid portions of my tuition, books and supplies and bought clothes," she says. "And when I got out, I did that for my younger siblings. When you don't have much, you have to pull together."

Robinson, 34, who previously worked as a weekend anchor in Charleston, S.C., joined Channel 43 in

1988 when the station started. She says coming to Cleveland was the best decision she's ever made. "I love this town," she says. "I can't say that with enough conviction."

JACK MARSCHALL

Anchor: "Ten O'Clock News"

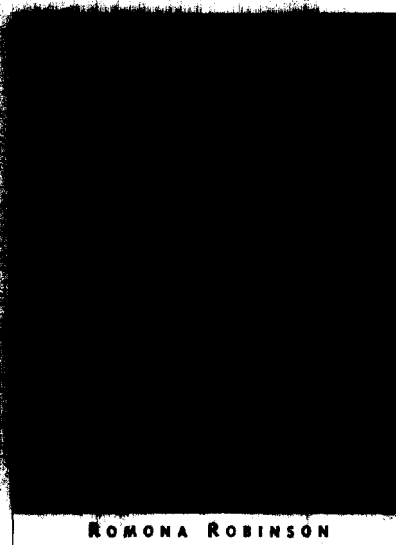
Back in mid-March, in front of a roaring crowd at Gund Arena, a host of local celebrities gathered to play hockey for the Special Olympics. Among the football greats and pro hockey retirees, one fair-haired player looked more familiar to the crowd. It was Jack Marschall, 42-year-old anchor of Channel 43's "Ten O'Clock News," demonstrating his skills in a different kind of arena.

"When I was growing up in Cleveland there was an outdoor rink not far from my house," he says, "and I'd skate for a couple of hours almost everyday. I just think it's the neatest game in the world. It's fun to watch, and fun for me to play."

Marschall, who's been with the "Ten O'Clock News" since its inception in



JEFF PHELPS



ROMONA ROBINSON

was how bad kids were," she recalls. So Robinson thought she'd create a path for kids in the Greater Cleveland area to gain on-air recognition for the good things that they do. "I thought he would say, 'No way.' But to my amazement, he said, 'You're absolutely right.' I couldn't believe it."

Today, more than 200 kids have been featured on "Romona's Kids," an honor Robinson says every child can receive, no matter what mistakes they've made in their past. "I don't want kids to think they have to do anything extraordinary," she says. "We have whiz kids, disabled children, kids walking the straight and narrow just trying to get through school, pregnant teens, former gang members. It's what you do with your mistakes that matters."

Robinson's attitude is no surprise given her upbringing. Raised by a single mother, she grew up with nine sisters and one brother and early on was taught to be strong and concentrate on the positive aspects in life.

She's especially close to her sister,

1988, played hockey at Benedictine High School and at Kent State University and also plays with a team at Channel 43. "We hover between mediocre and ... let's see ... Wayne Gretsky," he says, laughing.

Originally a general assignment reporter and weekend anchor at the station, Marschall was promoted to weeknight anchor in 1990. He's most proud of his Tuesday night series, "Hometown Heroes," which he developed to recognize people who are making a difference in their community.

"We cover average people that, day in and day out, do a whole lot to help people 'cause it's their calling in life," he says. "So many times those folks are overlooked. Those are the people that really count in the community, and we hope to get them some recognition."

Marschall has worked at five stations in Ohio, and in each market, he's had more than career success to be proud of — he had children. "Sharon and I had a child in each city we lived in," he says of his four kids. "People always look at you cross-eyed when you have more than two. But that's where my priorities lie. It makes you appreciate things much more when you have a family to go home to."

JULIE HANAHAN

Weekend Weather: "19 News" and "Ten O'Clock News"

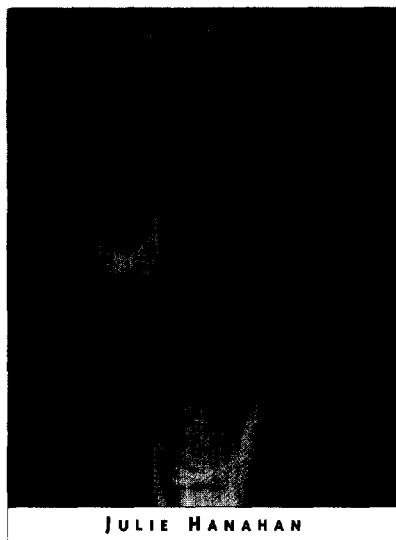
Nearly 10 years ago, while contemplating the future direction of her career, Julie Hanahan had a prediction. "I was sitting around with a girlfriend one night bemoaning my life and I told her, 'I'm going to dream about what I'll do next,'" she recalls. The subject of her dream? Dick Goddard.

"The following day I perused the want ads in the *PD* and there, in the paper, was an ad for an on-air weather person," she says laughing. "It was like the twilight zone."

Only 26 at the time, Hanahan commuted from Chagrin Falls to her new job at a small station in Erie, Pa., until she was hired by WJW TV-8 as a weather



JACK MARSCHALL



JULIE HANAHAN



GIB SHANLEY

forecaster. After five years at TV-8, she left the station to join 19 WOIO, enthusiastic about becoming part of *another* start-up organization.

"This is my seventh start-up business," Hanahan says, noting that she used to work in advertising and publishing. "I enjoy it because after you make it through the rocky period, you can sit back, look around and say, 'We started all this.' It's a very exciting process."

Hanahan, 35, isn't the only person in her family who's in the public eye. Her husband, Tommy Dobeck, was the drummer for the Michael Stanley Band, the group who set attendance records for Blossom Music Center and The Coliseum. They met through Hanahan's brother, who was in a fraternity with Stanley at Hiram College years ago. "It probably should have been much more glamorous than it was," she says about dating a well-known rock star. "But

Tommy is an extremely down-to-earth person. Now he's in a band called My Old School, so we're still both in unconventional work situations."

When Hanahan reflects about her future, she says her goals are really quite simple. "You've got to be cheerful in Cleveland doing the weather," she points out, "and I couldn't possibly be happier. Some of the people I work with are so young, so ambitious. But I'm just happy to be in my hometown. I'm a Cleveland girl. And it feels great to be here."

GIB SHANLEY

Sports Director and Anchor: "Ten O'Clock News"

It's late in the evening and the news-

room is enjoying an uncommon lull. Suddenly, the shrill sound of a police whistle pierces the silence. No, it's not a police raid. It's sports anchor Gib Shanley keeping everyone on their toes. On this particular evening, a co-worker has decorated Shanley's desk with hundreds of head shots of him, ignoring the sign that reads, "Come near me and I'll kill you," or something to that effect.

Shanley has been the quintessential voice and face of sports in Northeast Ohio for nearly four decades. Before joining Channel 43, he was the sports anchor for WEWS TV-5's 6 and 11 p.m. newscasts for 18 years. He's also done play-by-play for the Cleveland Browns, the Cleveland Cavaliers, the Cleveland Barons and Crusaders hockey teams and the Cleveland Indians. But nothing, he says, compares to the thrill of live broadcasts.

"On [the news], I know what's supposed to go on 'cause I wrote it," Shanley says. "At a live sporting event, [only] God knows what will happen."

Shanley has been with the "Ten O'Clock News" since 1988 and says he feels Cleveland sports are on the upswing. "There's an optimism in all of our teams for the first time in 30 years," he says. "The fans are more loyal here than in most cities. They've supported their teams and now their teams are

winning. It's great to see that happening here."

GRETCHEN CARLSON

Weekend Anchor and Reporter: "19 News" and "Ten O'Clock News"

Gretchen Carlson's interest in broadcast journalism began when she was just a kid. As an accomplished child violinist, Carlson was often surrounded by members of the media. This exposure, she says,

piqued her interest in the field. "Even at that young age, I thought it would be interesting to be a reporter," she says. "I knew that was what I wanted to do."

Carlson's musical talents, however, took her down many other paths, as well. Raised in a musical family, she was a scholarship recipient from The Juilliard School and in 1989, she became the only concert violinist to win the Miss America title in its history. Though

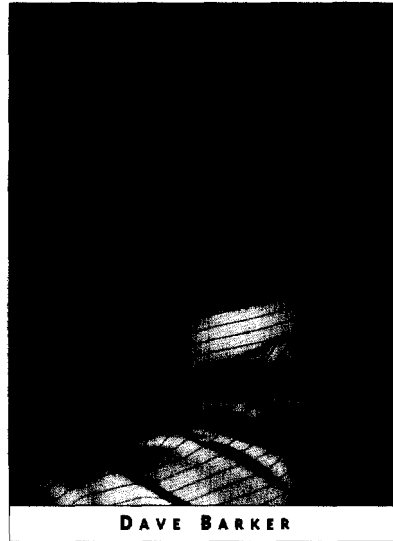


GRETCHEN CARLSON

she acknowledges the pageant's impact, her modesty conveys a sense of "that was then, this is now."

"So much of being Miss America is communicating with people, and that's essentially what you do in television," Carlson remarks. "You go out every day, meet new people and try to get them to tell you their stories."

A graduate of Stanford University, Carlson spent a year studying 19th- and



DAVE BARKER

makes work much more enjoyable.

"I think it makes things more fun because you're moving around and you're kind of breaking tradition," she says. "There's something different every newscast."

DAVE BARKER

Chief Correspondent, Weekend Anchor: "19 News" and "Ten O'Clock News"

20th-century women authors at Oxford University in England during one of the most intense and, as she says, "intimidating" years of her education. After college, she worked at stations in Minneapolis, Richmond, Va., and Cincinnati. She's excited to be in Cleveland and says WOIO's new out-of-the-box news format — which enables anchors to walk freely about the set — is a refreshing change that

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WOIO 

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*From The
COLD*

Three days before the L.A. riots, Dave Barker arrived at his new job in Los Angeles at KCBS-TV. Eager to cover news in one of the nation's most competitive markets, he found himself in the middle of the decade's most unexpected, violent and dangerous uproars. It was an assignment few journalists would desire. But it was Barker's job to cover it. "It was indoctrination by fire," Barker says.

After working in L.A. for 2 1/2 years — covering fires and floods, earthquakes and mud slides — Barker, 40, and his wife, Kim, a producer at the station, decided to call it quits. "It's near the pinnacle," Barker says of L.A. "Everyone wants to go to a market like that. But when I got there, I realized that TV is really the same no matter where you are. So for the first time, we made a lifestyle decision."

That decision involved packing their bags and moving to Cleveland to work for 19 WOIO, an opportunity Barker's agent said he and Kim shouldn't pass up. (Kim is a producer for "19 News" at 6 p.m.) "She told me we'd better check



RONNIE DUNCAN

out what this town and organization had to offer," he says. "We went all over the place — the far East Side, the far West Side — and found these wonderful little hamlets. It was an instant bond."

Barker's start in broadcast journalism was as "T.J. the D.J." in college radio. "I have no idea what T.J. stood for," he says laughing. "I liked to say it stood for tough jock." But radio's lack of challenge led him to pursue a career in reporting, and it's snagged him ever since. In fact, one of the primary reasons he took the job at 19 WOIO was

because as a weekend anchor he has time to report during the week.

"There's no better job in the world," he says. "You have a lasting impact on people's lives. We can speak for people who don't have loud voices until they speak through us. They don't feel empowered, but they sure are after their voices are heard."

RONNIE DUNCAN

Weekend Sports Anchor: "19 News" and "Ten O'Clock News"

Look under 'D' in Ralph Ciro's book of boxing statistics and you'll find Ronnie Duncan's name: two fights, one KO and one split decision.

"It sounds insane to most people, but for me it was a tremendous challenge," says Duncan. "I look at the art of boxing. It's like a more-physical game of tag."

Originally from Baltimore, Duncan, 36, came to Cleveland from WSYX-TV in Columbus, where he was the sports anchor for the 6 and 11 p.m. newscasts. But it was Cleveland's multicultural history — not its sports fans — that made Duncan's move to WOIO so exciting.

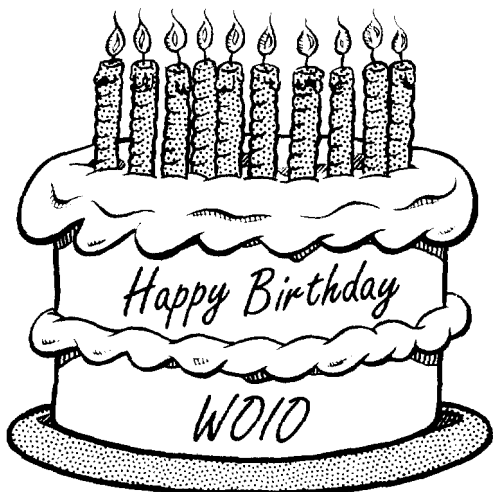
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Stephanie

MILLER

Vista

"I've always had an admiration for Cleveland," he says. "And historically, it's always been at the forefront for African-Americans."

Sports greats and former Clevelanders Frank Robinson, Wayne Embry, Jesse Owens and Jim Brown are just some of those pivotal figures whom Duncan admires. These men, Duncan revels, were encouraged to be themselves at a time when freedom for African-Americans was severely restricted.

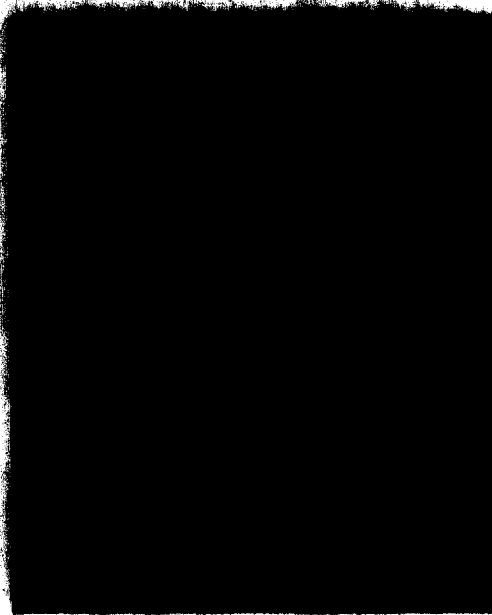
Duncan's enthusiasm also comes from his deep-seated love for nearly every sport. From the NBA to the NFL, he injects both sincerity and dedication into each story.

"Anyone can do scores and highlights," he says. "It's *how* you do it that counts."

MARIA WINFIELD

*Morning Anchor: "19 News";
Reporter: "Ten O'Clock News"*

As the daughter of a former disc jockey and television producer, Maria Winfield was virtually destined for a career



MARIA WINFIELD

in broadcast journalism. At 23, she's the second-youngest member (by only a few months) at the station, and already has a good amount of reporting and anchoring experience under her belt.

Winfield's natural ability and hard work have pushed her career along quickly. While finishing college at Florida International University in Miami, she worked full time as an associate producer at WSVN-TV and as a production assistant at WCIX-TV. Before arriving at 19 WOIO, she was a weekend anchor and reporter in Tulsa, Okla., and before that, a reporter in Birmingham, Ala. Now, she's enthusiastic about being part of a news operation that's starting from the ground up. "It'll be a great learning experience," she says.

Winfield also fills her life with volunteering. She's worked with Habitat for Humanity to provide hurricane relief in Florida, and she also volunteers for the Big Brothers/Big Sisters organization. Her work with children, she says, is the most fulfilling.

"If young people have someone who's not too far from their age that they can see and talk too, it's much easier for them," she says. "I wholeheartedly support [kids], because in this day and age, it's really hard to be young." ■



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Now On 19

From serious to slapstick, 19 WOIO's program lineup has something for every viewer.

BY CARLO WOLFF

Television shows portray life in three categories: Life As It Is (L.A.I.I.), Life As It Should Be (L.A.I.S.B.) and a combination of the two (C).

At its best, television combines information and entertainment in a unique way, slipping hard data into soft visual images and vice versa.

19 WOIO offers all kinds of programs, spanning the venerable, yet timeless, "60 Minutes," new hopes such as "The Nanny" and "Cybill," and what's become an evergreen: "The Late Show With David Letterman."

Here are sketches of some of WOIO's offerings, categorized under the three types listed above.

"60 MINUTES"

(7 p.m. Sunday)

In its 27th season, "60 Minutes" — the first newsmagazine on the air — presents a blend of investigative reports, interviews, features and profiles that was the most watched television program of the '91-'92 and '92-'93 seasons.

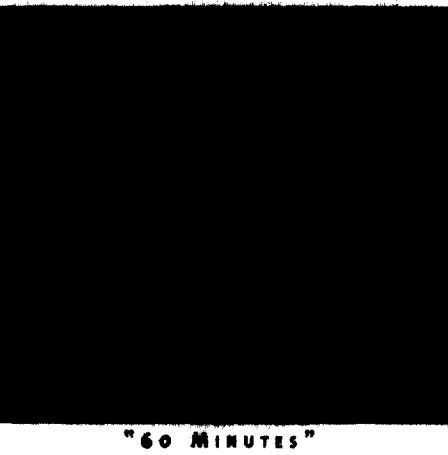
In a recent airing, Morley Safer tackled the issue of suicide rights, Steve Kroft profiled a convicted murderer who now oversees a model California prison and Lesley Stahl explored school prayer in a Mississippi town. Fair-minded, beautifully reported and presented, "60 Minutes" should keep on going. I don't even mind Andy Rooney's curmudgeonly wit. (L.A.I.I.)

"A CURRENT AFFAIR"

(7:30 p.m. weekdays)

Think of this show as interactive, real-life melodrama. In a recent episode, after emcee Penny Daniels recounted detective Mark Furhman's testimony during the O.J. Simpson trial, she set up a 79-cent phone call for viewers to register their opinions on whether Furhman planted the controversial glove near Simpson's home.

The show also recounted the story of Lori Jolley, a Marine who has suffered great pain since 1986, when a military hospital mistakenly removed one of her



"60 MINUTES"



"A CURRENT AFFAIR"

ovaries. The Jolley story was heartrending, far more so than the profile of Jeff Gillooley, the guy convicted of injuring skater Nancy Kerrigan. You could say "A Current Affair" goes over old ground. But it's involving, even when Daniels says, "What an incredible story." "Affair" could be considered a talk show masquerading as video newsmagazine. (L.A.I.I., sort of)

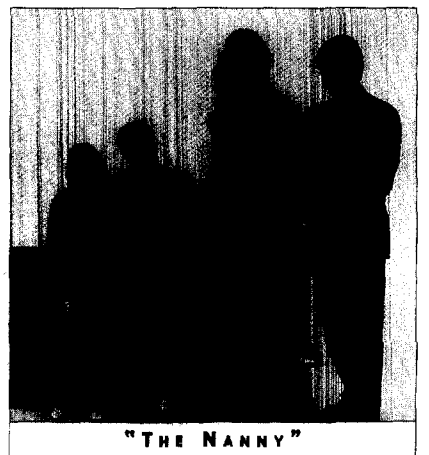
"THE NANNY"

(8 p.m. Monday)

Fran Drescher, a gum-snapping, hard-talking, garter-busting New Yorker, takes care of the kids of an upscale, sub-



"CYBILL"



"THE NANNY"

urban family headed by a widowed Briton (Charles Shaughnessy).

In a recent episode, Drescher takes the kids onto a crowded subway. The pack becomes entwined with a Russian woman carrying a kid and a sausage. Somehow, the nanny winds up with the kid after the Russian woman gets off the subway, sausage in tow. "A salami she guards with her life," cracks Drescher, setting up both tone and plot.

In a way, this show is equal opportunity-offensive: All kinds of people get their share of abuse. Fortunately, it's well-paced and often amusing. Along

the way, Drescher is accused of kidnapping, and later makes nicey-nice with Shaughnessy, the hunk who runs the household. Ultimately, she befriends the Russian woman, gives her back her kid (naturally, the children in the British household want to hold onto the tyke); all is forgiven. In short, this show is about class distinctions. Built for speed, it can be funny. (L.A.I.S.B.)



"DR. QUINN, MEDICINE WOMAN"



"CHICAGO HOPE"

"CYBILL"

(9:30 p.m. Monday)

"Beyond the Valley of the Dolls" (or is it "Moonlighting"?) for divorcees. This snappy comedy stars the hairtastic Cybill Shepherd as a divorcee who keeps friendly company with both of her ex-husbands and their broods.

In a recent episode, our plucky actress (yes, Shepherd plays an actress with a checkered career) tries out for a part as a manic murderess. She gets it, no problem — if she agrees to bare her breasts. Shepherd eventually does just that (we don't see this allegedly glorious sight; only perpetual cameo actor George Hamilton does), disses both ex-husbands and winds up making the

movie — a prison flick, naturally — with Erik Estrada as a prurient guard.

The plot may not add up too much, but the guest appearances can be funny, and Shepherd has developed into a polished TV comedian. Perfectly typecast, Cybill is light, even frothy, entertainment. (L.A.I.S.B.)



"LATE SHOW WITH DAVID LETTERMAN"

"CHICAGO HOPE"

(10 p.m. Monday)

This medical melodrama boasts such hot actors as Mandy Patinkin (as convincing on the small screen as he is on compact disc) and Adam Arkin (who played a great schizophrenic chef on "Northern Exposure").

A recent episode found actor E.G. Marshall sued by an ambitious young nurse whom he'd come onto; Arkin at odds with his estranged wife (Roxanne Hart), who works at the same hospital he does; and an open-heart surgery scene in which various people drop the ball — a donor heart.

Cementing the plot is the fact that Arkin and Hart were married by the rabbi whose heart everyone wants to keep beating. The kickball heart is the nexus of an event that is literally heart-stopping; the dropping of that crucial ball sets up the legal and ethical issues that keep the episode enthralling. Sometimes "Chicago Hope" takes on too much, but I prefer a TV show with excessive ambition to one that coasts on style. (C)

"DR. QUINN, MEDICINE WOMAN"

(8 p.m. Saturday)

Like its precursors, "Little House on the Prairie" and "Bonanza," "Dr. Quinn" takes place in the mythical Old West and showcases the kind of family many people wish this country had been founded on.

The earnest Jane Seymour is Dr. Quinn; Joe Lando, who looks like a low-rent Mel Gibson, plays her noble sidekick/lover. The kids are adorable, frisky and mischievous. A recent episode found our spirited frontier heroine doing battle with an exploitative anthropologist so hot on the trail of valuable dinosaur bones he didn't give a damn whether he pillaged a sacred Indian burial site.

The episode was almost New Age in the way it twined a dispute between the Quinn offspring and the doctor's battle about the burial site. The kids eventually resolved everything, and in the end, aided by the persistent and intimidating Lando, Dr. Quinn chased off the anthropologist. The headline for this episode might have been, Respect Yourself and Respect Your Elders. Always uplifting, occasionally entertaining. (L.A.I.S.B.)

"LATE SHOW WITH DAVID LETTERMAN"

(11:30 p.m. weekdays)

Ol' gap-toothed Dave is a gas, with his designer double-breasted suits, his patented wisecracks and a gaggle of guests who dearly love to snap back at him. The Stupid Pet Tricks are remarkable, the Stupid Human Tricks hysterically deplorable. Resembling both a carnival barker and an old-style radio pitchman, Letterman works rhythm and vernacular to unique effect.

A recent show found him exchanging barbs and toothy smiles with Jerry Van Dyke of "Coach" and sending a gang from the standby audience to acquire matching costumes at The Gap ("Is there another Desert Storm we didn't hear about?" queried Letterman upon their return in matching camp uniforms).

Letterman also interviewed Woody Allen-favorite Dianne Wiest about career, kids and how to synchronize them. The pace is fast, the humor wacky, the rock polite (his guest that night was Mike and the Mechanics). The irreverence is what keeps people glued to Letterman, a man of energy and wit.

Tune in during the week of May 15 when Letterman ventures out of his New York studios on a jaunt to London. 19 WOIO is sending two Greater Clevelanders along. ■

DAN'S DISCLOSURE

After more than 40 years in the news business, Dan Rather reflects on replacing Walter Cronkite as anchor of the

"CBS Evening News," Somalia, his family and "Kenneth." Who is he anyway?

BY LYNNE THOMPSON

It's hard to imagine Dan Rather being afraid of anything. After all, this is a man who chases stories through disaster areas and war zones around the globe, a seasoned reporter who can make world leaders squirm with his pointed questions and bold manner. Yet Rather admits he found the prospect of succeeding Walter Cronkite as anchor of the "CBS Evening News" a daunting one. In fact, the task of filling the broadcast legend's chair after he retired in 1981 seemed so impossible that friends and relatives told him not to take the job, suggesting he consider lucrative offers from ABC and NBC instead.

"I was reared by people who taught me to fear only two things: God and hurricanes," he says in the soft drawl that's heard on TV across the nation each night. "But this was scary stuff, partly

because everyone I talked to whom I knew cared about me — really loved me — advised me not to do it. The basic theory at the time was, the first person after Cronkite gets his head blown off."

Fourteen years of weeknight broadcasts have a way of settling one's nerves. But the years haven't dimmed Rather's passion for the news or tamed the aggressive reporting style that made him

"EVERYONE I TALKED TO WHOM I KNEW CARED ABOUT ME — REALLY LOVED ME — ADVISED ME NOT TO DO IT. THE BASIC THEORY AT THE TIME WAS, THE FIRST PERSON AFTER CRONKITE GETS HIS HEAD BLOWN OFF."
DAN RATHER ON REPLACING WALTER CRONKITE AS "CBS EVENING NEWS" ANCHOR

a household name. It's not unusual for viewers to turn on their televisions and find the 63-year-old anchor, who also hosts the network's "48 Hours," reporting from hot spots such as Bosnia and Somalia. Indeed, many may wonder why Rather doesn't make like Marlin Perkins on "Mutual of Omaha's Wild Kingdom" — stay in the boat and let correspondents chase the stories with teeth. The answer he gives is quite simple.

"I want to wrestle the alligator," he says with a satisfied chuckle.

Dan Rather, son of an East Texas ditch-digger, entered the network news jungle with a degree in journalism from Sam Houston State University and experience from a part-time job at the *Houston Chronicle*. In 1953, he landed a job at CBS radio

affiliate KTRH and then moved to TV counterpart KHOU, where his coverage of Hurricane Carla in 1961 caught the eye of network executives and won him a position as a correspondent.

Covering Martin Luther King Jr. and the Civil Rights movement in the South introduced Rather to the occasional terrors of reporting. He was beaten with a rifle butt and felt the barrel of a sawed-off shotgun between his ribs. He says that assignment was one that left a lasting impression.

"When I first started at 'CBS News,' I had no idea what I was getting into," he explains. "It had been a goal of mine to be a 'CBS News' correspondent. I'd worked for that, hoped for that and dreamed for that. ... I thought I knew what it might be like. But it was a lot deeper and a lot more complicated than I had known."

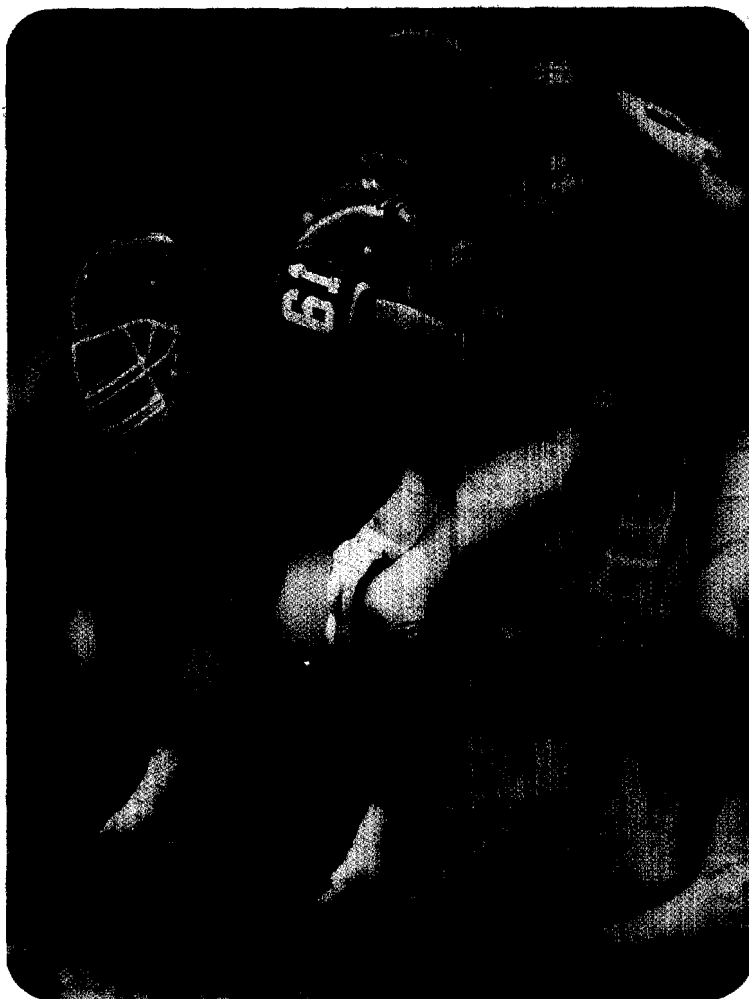
His next big break came on Nov. 22, 1963, in Dallas, when he was the first broadcast journalist to confirm that President John Kennedy had died from gunshot wounds. His bulletin was based on unconfirmed hospital reports and preceded the official announcement by more than 30 minutes. That success and more led to a stint in Washington covering the Johnson Administration, then a move overseas to head CBS's London bureau. By 1965, Rather was stationed in Vietnam, covering the Vietnam War, an assignment that took him away from his wife, Jean, and their two children for an entire year.

"It was more difficult when the children were very young," he says of his time working away from home. "But we talked about it, stayed in close communication about it, and made decisions together. ... We had no idea that we would be thrown so quickly into so many situations that would require us to sort of gulp and say, 'Can we do this? Should we do this?'"

Rather returned to Washington as chief White House correspondent just in time for the turbulent Nixon years. His pit-bull tenacity that incensed both the president and his supporters also suited investigative pieces tackled by "60 Minutes." So he left the news beat to work on the popular Sunday-night newsmagazine in 1975, a job he kept until he replaced Cronkite in 1981.

Ironically, the aggressive style that won Rather praise as a reporter made him the subject of controversy when he took the anchor chair. His performance during a heated 1988 interview with

INTRODUCING WOIO'S NEW FALL LINE-UP.



This year, the Channel 19 TV schedule includes some really big performers:

The Cleveland Browns.

You see, WOIO will be telecasting exclusive Browns' programming all season long. So tune in and treat yourself to two live pre-season games. Then, during

the season, be sure to watch **"Browns Insider with Bill Belichick."** The Browns are happy to team up with Channel 19 again this year. And we're sure the station will enjoy continued growth and success. Especially with all the big stars they have this year.

BROWNS

President Bush, for example, drew criticism from viewers and peers alike. When discussing the murder of 241 Marines in Beirut during an Iranian-sponsored terrorist attack, Rather pressed Bush for answers on U.S. missile sales to Iran. Rather says he's always seen

himself as a reporter first, then as an anchor, despite early counsel to reverse his priorities.

"Others see anchoring in a different light," says Rather. "But this is my way."

"My way" also means spending more time in the field than his network competitors, a mobility he credits to the addition of co-anchor Connie Chung. Rather's travels, however, are often to places only a hard-bitten news hound

THE LEGEND OF KENNETH

Muggings are normally not the stuff of which hit songs are made. Yet it was a bizarre assault on Dan Rather that provided alternative rock group R.E.M. with the inspiration for its 1994 single, "What's the Frequency Kenneth?"

In 1986, while he was walking down Park Avenue on Manhattan's Upper East Side, Rather was attacked and beaten by two men, one of whom asked the baffling question ("What's the frequency Kenneth?") that became the tune's title. The perpetrators of the still-unexplained incident, as well as "Kenneth," remain unknown. But news of Rather's strange ordeal became big news. R.E.M. capitalized; the rest is history.

A case of the flu kept Rather from meeting the band at a dinner in New York honoring retiring "CBS Sunday Morning" host Charles Kuralt. But he did receive an autographed picture from R.E.M. that will hang in his newly redecorated office. Lead singer Michael Stipe signed the photo: "Hey Dan, You hung the moon, you rule my universe. With love and courage, Michael Stipe." ■

America ("I hear the trout fishing is good there"), the South Pole, parts of Africa, even outer space.

Thoughts of retirement, though, rarely enter his mind.

"As long as I have my health, and as long as I enjoy what I'm doing, then I intend to keep doing it," he says.

"I have no illu-

sions. ... I could be happy being the [Associated Press] bureau chief in Alpine, Texas. That much I know about myself."

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On May 19, 19 WOIO's 10th anniversary, Connie Chung, Rather's co-anchor, will broadcast the "CBS Evening News" live from Cleveland. She will also make an appearance at the City Club. ■



ALLEN CLARK.



43 TEN O'CLOCK NEWS

CLEVELAND TELEVISION NEWS

EXHIBIT 14

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